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Date:

3/24/06

By:

Patti Hespell  
Patti Hespell

**Mail Stop Amendment**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Michael A. Plotnick:**

Conf. No.: 5480 : Group Art Unit: 2611  
Appln. No.: 10/006,874 : Examiner: Huy T. Nguyen  
Filing Date: 14 November 2001 : Att'y. Docket No.: T738-10  
Title: Alternative Advertising in Pre-recorded Media

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with 37 C.F.R. § 1.98(a)(2)(ii), copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☐ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or

Application No. 10/006,874

- ☒ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☒ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

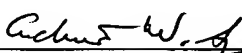
☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:

- ☒ Information Disclosure Statement Fee under 37 C.F.R. §1.97(c) and §1.17(p) in the amount of \$180.00.
- ☒ Any deficiencies or overpayments in the above-calculated fee.

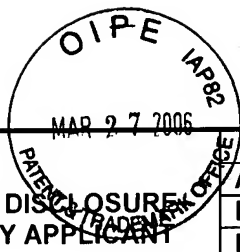
Respectfully submitted,

Date:

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Form PTO/SB/08A

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 2

**Complete if Known**

<b>Application Number</b>	10/006,874
<b>Filing Date</b>	November 14, 2001
<b>First Named Inventor</b>	Plotnick, Michael A.
<b>Group Art Unit</b>	2611
<b>Examiner Name</b>	Huy T. Nguyen
<b>Attorney Docket Number</b>	T738-10

**U.S. PATENT DOCUMENTS**

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
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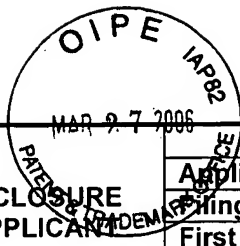
**FOREIGN PATENT DOCUMENTS**

Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T <sub>1</sub>
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Examiner  
Signature

Date  
Considered

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.



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STATEMENT BY APPLICANT**

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Examiner Name	Huy T. Nguyen
Attorney Docket Number	T738-10

Sheet 2 2

**U.S. PATENT DOCUMENTS**

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	09/658,204		Eldering, Charles A. et al	09-2000 (Filing date)

Examiner  
SignatureDate  
Considered

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